Van Drivers

Note for Moore, Edna

From: Reese, Early

Date: Wed, Jul 13, 1994 12:17 PM

Subject: RE: Cambridge/Basic Retail Test Prog.

To: Moore, Edna

Cc: Broeman, Ina; Fawcett, Gina; Hecht, Jeff; Rush, Sonya

Mike Brittain
Powerforce

2040568404

Edna, Since we already have a contract with PowerForce that was negotiated this year, I agree that you should take advantage of that contract and leverage their experience for the pilot. Jeff Hecht in Finance will be happy to review/assist with a contract if you want and sign-off on the contract for finance. If the test is successful, you may be required to competitively bid the event in 95....thanks....ewr

---

From: Moore, Edna on Tue, Jul 12, 1994 6:48 PM
Subject: Cambridge/Basic Retail Test Prog.
To: Reese, Early
Cc: Broeman, Ina; Fawcett, Gina; Rush, Sonya

Early, as we discussed earlier today, the Events Department is working with the Discount Brand Group on a mini retail program for both Cambridge and Basic in November. Five markets have been identified where we hope to conduct a redemption value center outside of mega-volume accounts in these areas. The program will run for two weeks in each of the five markets.

We have estimated our people-power budget to be about $42,000 to execute the retail program in these markets.

Because it is a test program for us and the results are very important for '95 recommendations, it would be most beneficial if we utilize a company such as PowerForce to execute this retail program. We recommend this for several reasons: (1) Powerforce has worked with PM for several years on the Marlboro Visibility Program at retail; (2) PowerForce has a track record of conducting successful programs at retail; (3) PowerForce is familiar with our reporting systems; (4) Time and budget constraints may not permit us the opportunity to work with a new agency on this test program.

Although we don't have to make a final decision at this very moment, I did want to share with you some of our concerns about the proposed program and our desire, if possible, to utilize a company who has already established a positive, successful relationship with Philip Morris.

Thank you for your time on the telephone, and I will call you upon my return to the office next week.

Sales force Charleston Vans
Coordinate w/ Powerforce
Hours??

2040568404 A

Source: https://www.industrydocuments.ucsf.edu/docs/xnpn0004